



TIPS FOR A SUCCESSFUL CAMPAIGN

PITCH-IN CANADA's programs are volunteer driven....that's what makes them so successful in your community. **However, PITCH-IN CANADA as well as our volunteer programs need support from local government.**

Has your Community become a Patron of PITCH-IN CANADA? Why not join now? [Click here](#)

There are several other ways you can provide direct assistance:

1.	<p>Community-wide Coordination</p> <p>Getting community groups to "link-up" to work towards a common goal - a cleaner environment - requires a community-wide perspective and a basic infrastructure to put groups in touch with each other. That's where local government can help.</p> <p>Offer Coordinating Services for your community's PITCH-IN Program: whether that involves participating in a short-term program such as the PITCH-IN CANADA WEEK Program or implementing a long-term educational program to reduce waste management costs and promote CIVIC PRIDE.</p> <p>As part of the community-wide campaign, provide schools and other groups with educational/motivational materials to promote the clean-up campaign and to encourage long-term behavioral change. It's difficult for one community to produce these materials and that's why they are available from PITCH-IN CANADA.</p>
2.	<p>Disposal of Waste</p> <p>Help volunteers dispose of waste collected during a clean-up of your community. Whether your community handles its own waste collection or contracts out, ask the sanitation workers to pitch-in on their time off or include it in their weekly workload. Unions have been great supporters of PITCH-IN CANADA WEEK as it provides an opportunity to work with the community, and the efforts of the volunteers allows their members to get on with other tasks.</p> <p>If your community contracts out then contact the contractor. Often they are happy to provide extra dumpsters for major clean-ups...and pick them up ...at no cost.</p>
3.	<p>Free Landfill Privileges</p> <p>Most waste collected by volunteers during PITCH-IN WEEK and other clean-up activities is disposed in household / business / school garbage.</p> <p>However, in major clean-ups of ravines, illegal dump sites and similar areas, metal parts, tires, appliances and large volumes of waste are collected which may require special disposal.</p> <p>Local governments can offer assistance such as free landfill privileges for groups undertaking major clean-ups.</p>
4.	<p>Offer Free Garbage Bags</p> <p>Provide volunteers with free garbage bags. In some areas these bags are available free from PITCH-IN CANADA where the campaign receives local sponsor support or <u>where the local community is a Patron of PITCH-IN CANADA</u>. Volunteers like using them to be part of the provincial/national/international campaign to help clean up the world. Supply every participating group with a few imprinted bags and supplement them with less-expensive bags. For information about imprinted PITCH-IN Garbage Bags click here.</p>

<p>5.</p>	<p>Provide Recognition Volunteers like being thanked and recognized for a job well done. It encourages their commitment to keeping the community clean and to staying involved.</p> <p>PITCH-IN CANADA has, in cooperation with Scouts Canada and several other voluntary groups, developed various recognition items. In addition, if you register your project, you can also download a free computer file containing the official Certificate of Participation for reproducing/photocopying/personalizing.</p>
<p>6.</p>	<p>Involve local Politicians, the Media and Volunteer Leaders in a KICK-OFF to your PITCH-IN Campaign Getting your community's campaign off to a well-publicized start is important. Involving political leaders helps volunteers realize the importance of their contribution and also helps politicians appreciate the value of volunteerism in your community's PITCH-IN Campaign.</p> <p>For details on The Fastest Broom Contest to assist you with a local kick-off and to help generate media involvement in, and attention to, your Program access our Resource Centre.</p>
<p>7.</p>	<p><u>Consider adopting a long-term solution to the waste management problems plaguing your community</u> PITCH-IN CANADA WEEK is only a short-term solution to a much larger, on-going problem. A sustained, long-term, program is required to change attitudes and behaviour by individuals, businesses and the community at large, and to reduce waste management costs.</p> <p>For further information about a long-term program, review the information about The Civic Pride Program for Local Communities access our Resource Centre.</p>
<p>8.</p>	<p>Participate in The National Civic Pride Recognition Program Your community can attain bronze, silver or gold level recognition - depending on your achievements in keeping your community clean and beautiful.</p> <p>For further information about The National Civic Pride Recognition Program for Local Communities go to www.pitch-in.ca/programs</p>
<p>9.</p>	<p>Become a Patron of PITCH-IN CANADA If you appreciate the information and service we provide then become a Patron of PITCH-IN CANADA. We are a national, non-profit, charitable organization. We rely on support from communities to continue.</p> <p>It's easy to delay your support....but please don't....we need your donation, whatever the amount.</p> <p>For information about the benefits of becoming a Patron, go to www.pitch-in.ca/patron</p>